

## ABSTRACT

The present invention discloses a system and method for enabling the remote purchasing of products or services, etc. (e.g., alcoholic beverages) wherein, as part of the buying transaction, the purchaser indicates a specific physical location where the product will be claimed, may identify a third party as the “recipient” of the product by providing the third-party’s e-mail or text messaging address, can attach a personalized message to the transaction, and can specify the information required for recipients who are already known to the system to make an expedited return purchase in real or near-real time. In one aspect, a method of facilitating a third-party purchase includes the steps of receiving, via a first communications device, an instruction from a purchaser to purchase at least one product or service for a prospective recipient at a venue designated to provide that product or service to the recipient in person, the instruction comprising data identifying at least the recipient, the product or service, and the venue; and sending to the venue, via a second communications device, data identifying at least the recipient and the product or service.